

ABOUT OUR INVASION OF SWITZERLAND.

(Special Correspondence of the Deseret News by Frank G. Carpenter.)

I am making a scouting tour through Switzerland on the track of the American invasion. This little mountainous country is the kernel of Europe, and a rich, juicy kernel it is. It is only twice as big as Massachusetts, and it has not as many people as New York, but it buys more foreign goods than the whole Chinese empire, and its people have wants which correspond to almost every branch of our manufactures.

A FLYING MACHINE VIEW.

But first let me give you a bird's-eye view of this little land of the Alps. If you could sail over it in the new flying machine which Dr. Langley of the Smithsonian institution is making, you would find that it is by no means all barren. It is only the snowy peaks of the mountains that are good for nothing.

American Goods in the Lands of the Alps—A Flying Machine View of the Country—The Thrifty Swiss and Their Trade, Which is Worth More Than That of the Chinese—Our Bicycles and Other Machines—American Watches and Watch Cases, Desks and Office Furniture—How to Work the Market—Something About Our Grain and Foodstuffs—Electric Power From the Alps—A Look at Geneva and Its Surroundings.

from outside investments, as well as from the thousands of tourists who come here for their summer vacations. Switzerland has 35 banks, with an average capital of \$1,000,000 apiece. It has 5,000 different factories, and the whole country is a beehive of house industry.

Every village has its specialty, and the people of every section are employed in making things to sell. Swiss watches are sold everywhere, and the best watches of the world today are the Swiss. We make good timekeepers, but our watchmakers are machinists. The Swiss are artists, and the very finest of goods are turned out by them. Nevertheless, American watches sell here, and also American watch cases.

At Geneva one of the specialties is music boxes. Not far away is the town of Chaux-de-Fonds, in which, with its surrounding country, 200,000 watches are made every year. In the mountains wood carving is done, and about Zurich there are great silk weaving works. Near St. Gall they make vast quantities of embroidery for Europe and the United States, 50,000 people being employed in that business alone. There are other thousands who work in iron and steel and other thousands who make cheese and condensed milk, specialties in which Switzerland leads the world.

WANT THEIR MONEY'S WORTH.

I have said the Swiss are rich. They have plenty of money to spend for what they want, but they must have their money's worth. Their exports should consider in figuring upon the trade of the country. They should remember that they will have to sell better goods and cheaper goods than are now in the market to get the trade, for they will have to displace the goods now used. They should send commercial travelers here. There are thousands of drummers now on the Swiss roads from Germany, Belgium and England, but comparatively few from the United States. Licenses are required for commercial travelers, and of 23,000 such recently issued none were credited to the United States. The drummer should speak German or French, but he can get along with English. The railway fares are low and hotels are cheap, so that a good man ought to be easily able to earn his salary and expenses and a good profit for his employer.

AMERICAN GOODS IN SWITZERLAND.

But let me tell you something about the American goods already sold here. I have visited the largest cities and find the tracks of the American invasion on every street and on many of the country roads. I saw an American automobile yesterday with a dashing

French girl acting as engineer, and I find American bicycles on almost every country road. Some are used here, in Geneva, by the bakers, to deliver the bread from baskets which they carry thus about on their backs. You see a basket full of bread scorching up and down the street upon two wheels, and you know that the man manipulating it is a bread peddler, and that the wheels belong to the bicycle which in three times out of five comes from the United States. Switzerland, hilly as it is, is a good land for bicycling. You have to do much walking up the mountains, but the roads are everywhere good and there is much chance for excitement in flying around a curve on the edge of a precipice with your legs over the handle bars.

AMERICAN FARM TOOLS.

We sell several hundred thousand dollars' worth of American machinery to the Swiss every year. Our sewing machines are humming away in the cottages on the Alps and our mowers and reapers beat the crops on the plains. Our leading agricultural implement factories have their head offices at Zurich, and their travelers go from place to place drumming the farmers. I am told there is a good opening for American plows, and I see our harrows and spades sold in many of the towns. The introduction of such things is slow. The Swiss are conservative.

They are the same that their fathers have been;

They see the same sights their fathers have seen;

They drink the same streams, they feel the same sun

And they do the same deeds their fathers have done.

I have seen plows used here which exactly correspond to those in the scriptures, having one handle and a sharp point and with iron. I have seen men and women mowing with scythes, and a few miles further on found women riding American sulky sleds. I saw a woman plowing with a sulky plow, two cows doing the pulling, and in the same region found a mowing machine drawn by the full draft horses from Germany.

AMERICAN DESKS AND OFFICE FURNITURE.

Switzerland has plenty of wood and its people are skilled in handling it, but they cannot make furniture as low as our factories. No European carpenter can compete with us, and the result is that American furniture is pushing its way into all parts of Europe. This is especially so of American roll-top desks, files and unit book cases, which are often sold in connection with American typewriters. There are large American furniture stores in Zurich and Basel, and roll-top desks are sold here in Geneva. The goods come knocked down, as the freight from New York to Switzerland is 1 cent per pound. Some of the desks come overland from Antwerp and Havre, but others are shipped to Rotterdam and are sent up the Rhine on barges.

AMERICAN COAL FOR THE SWISS.

Switzerland is spending millions of dollars every year for fuel for its homes and factories. It buys coal of England, Germany, Belgium and Austria, and it is believed that it might profitably purchase of us. The coal could be sent to Rotterdam and up the Rhine to Switzerland at a comparatively low rate. At present Germany sells 900,000 tons of coal here every year, France and Belgium about 200,000 tons each, and in addition there are thousands of tons from Austria and England.

As to the American shoe there is no doubt that its sale might be largely increased. It is claimed that our shoe is too expensive for the Swiss, but I found five stores in Zurich selling Massachusetts and Chicago \$3 shoes for high prices, and doubt not they can be sold all over the country. The consuls tell me that the Swiss need a thicker sole than that found on the ordinary American shoe. The roads here are rocky and hard on the feet. A duty of about a dollar a pair is charged, and this must be taken into consideration in fixing the prices.

WORKING THE SWISS MARKETS.

I had an interesting chat as to American trade the other day with Consul Lieberknecht at Zurich. Mr. Lieberknecht is a well known country club member of Geneva, Ill., who was appointed by President McKinley to represent us at Zurich. He is a good business man and is full of common sense views of Switzerland and the Swiss. Said he:

"Our people do not understand the Swiss nor their wants. They think they are longing for American goods, and that they will snap at them as soon as they see our catalogues. They do not realize that this is one of the oldest markets of Europe and that the people lived here very comfortably long before America was discovered. There are store buildings in Zurich which contained merchandise while our forefathers were dwelling in log cabins, were bartering with the Indians, and these same store buildings are still filled with all the necessities and luxuries that the Swiss need or want. If we would sell goods here we must show the Swiss that our goods are better than those they are buying. The people must see the goods and handle them. They won't buy without they know what they are getting."

AMERICAN SUPPLY WAREHOUSES WANTED.

"Our exporting firms should study the Swiss, and if necessary modify their goods to suit the demand. They should have supply houses at Zurich, which could feed the stores of the villages and smaller places as well as those of Zurich. This is a small country, and the people live largely from hand to mouth. In many of the stores almost the whole stock is kept in the show windows, and the merchants will not lay in a large amount at one time. The Americans need their agents on the ground. If they can send them here from home it will be better, but if not, there are good Swiss who can be engaged. The agents are needed to examine into the credit of the merchants, for although they are in the main trustworthy, still they are divided into good payers and poor payers, and are traders the world over. There is no use of try-

ing to do business in Europe except on credit. The merchants can get this from the other exporters, and the Americans will have to give it. The ordinary credit is from three to six months."

AMERICAN GRAIN AND FOOD STUFFS.

I find a great deal of American grain used in Switzerland. Wheat grows well on the plateau but only half enough is produced so that there is a good market for American wheat and American flour. As it is now we sell as much as \$5,000,000 worth of cereals a year, and it would seem to me that an increase might be made in the sale of oatmeal, hominy, and other breakfast foods. There should be an opening here for American corn, as the Swiss have to buy cattle feed, and in the same connection cotton-seed cake might be sold. The chief light outside the cities is from American coal oil, and among the meats sold I see Chicago hams, bacon and canned stuff.

The sale of carpenter's tools is large. Our hardware holds its own in all parts of Europe and our machine tools are acknowledged to be the best. American saws are frequently seen, and there should be a demand here for the old-fashioned wood saw. In many of the cities the chief fuel is wood. It is brought in from the mountains and sawed and split in the streets. The ax used has a short handle and a blade about three inches wide. It is a sort of cutting down tree some American axes are sold. I saw a lot from Findlay, O., in one of the stores of Berne. After the wood is sawed and split it is carried up into the houses on the backs of men in great baskets made of staves.

THE SWISS USING ELECTRICITY.

There might be an opening for American electrical machinery here, for the Swiss are rapidly turning their streams to account. There are little power plants everywhere, and many factories are run by electricity generated by water. Here at Geneva the waterworks run the streetcars and furnish the electric lights. They also supply power to workshops large and small throughout the city and its suburbs. The power plant is on an island in the Rhone right in the center of the city and only a hundred feet from where the Rhone runs out of Lake Geneva. There is quite a fall at that place, and the turbulent stream moves 20 great engines by means of turbines. The machinery was made at Zurich, from where come a large part of the electric supplies of this country. Many of the cities have electric trams, and most of them are

lighted by electricity. The tramcars are trolleys. The electric lights here at Geneva are of the Brush variety.

GENEVA THE CAPITAL OF FRENCH SWITZERLAND.

The most of western Switzerland is French, and Geneva might be called its capital. The city is one of the most beautiful of its size in Europe. It has magnificent store buildings and many fine homes. It lies in a nest in the hills on the shores of Lake Geneva at the point where the Rhone flows out on its way toward the Mediterranean sea. The Rhone divides the city, forming several islands, over which bridges go from one side of the town to the other. On the islands are bathhouses, restaurants, cafes and the waterworks. One of the bridges is on the site of a bridge which Julius Caesar destroyed when he had his first battle with the Helvetii. Geneva is a city of schools, and it has students from all parts of Europe.

I like Lake Geneva. It is a beautiful expanse of glassy green with Mt. Blanc and others of the snowcapped Alps looking down upon it. It is only from

a mile and a half to eight miles in width, but it is as long as from Baltimore to Washington, and in most places very deep, reaching a depth of 1,000 feet in some parts. The lake is in the form of a goose neck, squish, with Geneva at the end of the neck. It is covered with steamboats and sailboats of various kinds which ply from town to town and village to village along its banks.

A LAND OF VINEYARDS.

In traveling from Geneva to Berne I skirted the north side of the lake going through the rich orchards and vineyards which cover its shores. The land is well tilled, the farms are divided by hedges and the hills are so terraced with stone walls that every patch of them is used. Every vineyard has a sort of doll house in it about the size of a large store box. This is intended for the men who guard the ripe grapes from birds and other two-legged thieves. As in France, the vines are tied to stakes. Each vine has its own stake and it is trimmed down to a stub every year.

FRANK G. CARPENTER.

INFAMY'S SUCCESS.

The Tacon theater in Havana, one of the largest and most famous in the western hemisphere, was built by an old reprobate, Marti, who was a notorious pirate in his day, and obtained immunity for himself by betraying his comrades into the hands of the Spanish authorities. One dark and rainy day Marti rushed by the sentry guarding the palace in Havana and entered the apartments of the captain-general, who was writing at a table. When the captain-general raised his eyes and saw the cloaked figure before him he reached for the bell.

"Stop, your excellency!" cried the stranger. "I am here on a desperate enterprise. I have come to deliver into your hands every pirate on the Cuban coast upon one condition—a pardon for myself."

"But who are you?" was the answer.

"I am Marti, and I rely upon the promise you have given me."

Preparatory to this interview Marti had appointed a rendezvous for the different hands, to which he conducted the Spanish force, and every pirate was captured and righteously garroted. As for Marti, he was not only pardoned, but was given a monopoly of the sale of fish in Havana, which made him a rich and thus a respected citizen, who ended his days in the odor of sanctity.—Army and Naval Journal.

HE WAS TICKLED.

An employee of the Pennsylvania railroad here named Briner was sitting on a box of ordinary appearance near the station this afternoon. He was whistling and playing a rattling accompaniment on the box with his feet. He felt something tickling the seat of his trousers, stopped whistling, jumped up and then dashed into the baggage room, pale with fright. He gasped as he felt cautiously beneath the coat tails.

The other employees went out and

found the tip of a scaly snout sticking out of a big knot hole in the top of darning in and out. A cautious investigation showed that the box contained a python and several turtles, toads and lizards.

The box had been checked from Chicago and had been here for two days. It was learned tonight that the box belongs to Dr. Frederick Hans Gadow, the eminent zoologist of Cambridge university, England, who is just returning from an expedition to Central America, and who lectured here last night on "Color in Reptiles and Amphibia."—Princeton N. J., Correspondence New York Sun.

ASKS CROWD TO HIS WEDDING.

George J. Fry, a grocer, who was married recently to Miss Emma Hanna, took a novel way to secure a crowd at his wedding. He does not believe in exclusive weddings, so he took a city directory and invited everyone in his neighborhood, without any distinction. He supplemented this list with all the customers of his store, and ended by giving out a general invitation to anyone who wanted to come. He sent invitations to the mayor, board of aldermen, board of supervisors and all the city and county officers. The invitations read as follows:

"You are invited to attend the wedding of George J. Fry and Emma Hanna, on the site of the new county courthouse, Thursday evening, Oct. 2, at 8 o'clock."

Three years ago Fry's first wife died, and Miss Hanna went to keep house for him. He was broke, and she pawned her watch for \$10 to start him in business. He contributed a sack of flour, and from that beginning a large grocery trade was built up. Said Fry:

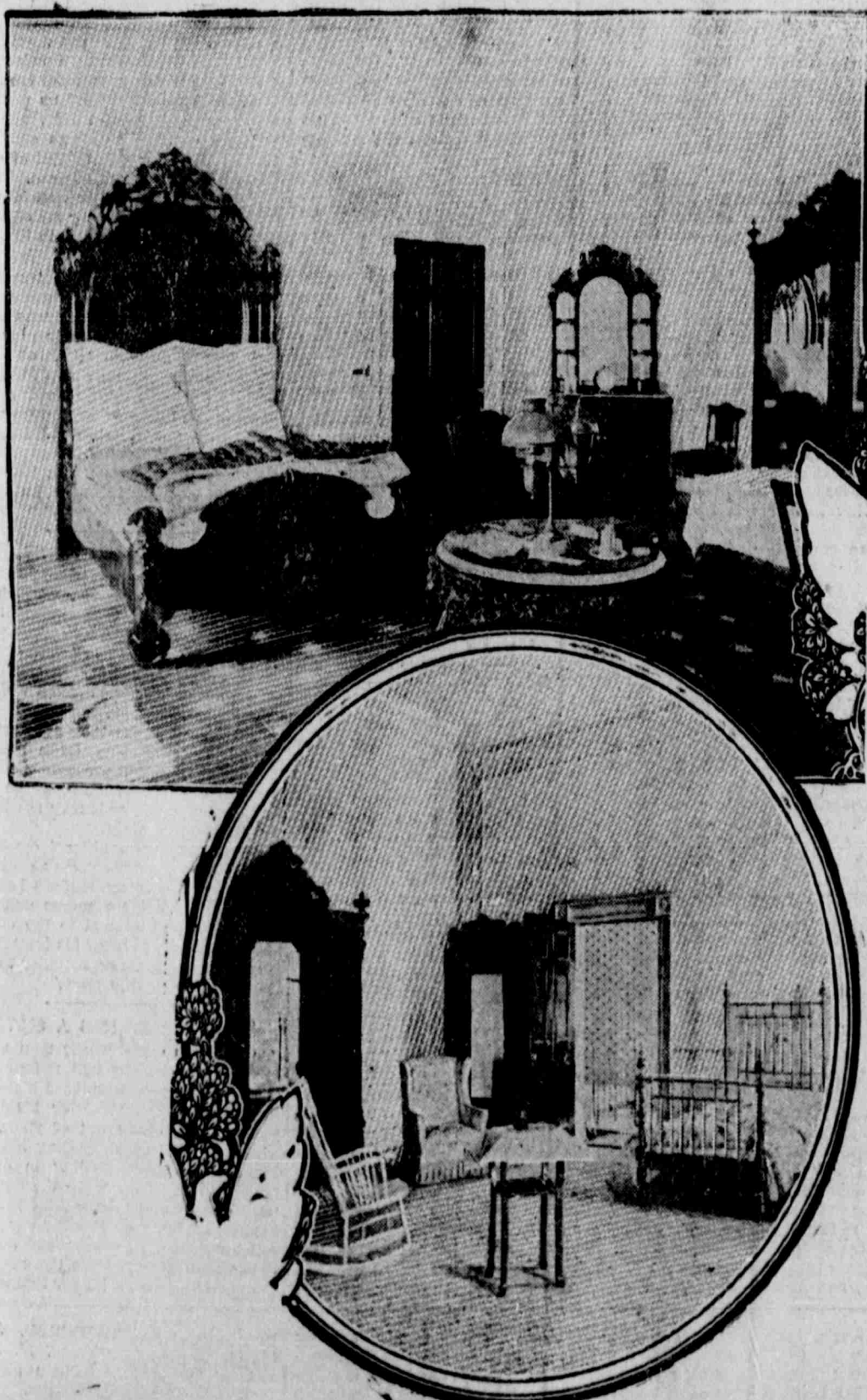
"Emma came to my rescue, and I shall reward her by making her my wife. I have six women cooking for my guests at the wedding, and have prepared for 500. I expect some fine presents."—New York Sun.

PLAN TO BUILD IN AMERICA NEW ST. PETER'S.



FATHER BOULLON—THE CATHEDRAL OF NOVA SANCTA SOPHIA.

An American cathedral, to be the most magnificent in the world, surpassing even St. Peter's at Rome and costing \$25,000,000, is the plan of Canon Bouillon of Ottawa, who is in New York to promulgate the movement, after spending eight years of thought and labor upon it. The proposed magnificent cathedral, the building of which is to take 20 years, will stand in Fifth avenue, New York. Italian artists will be employed in the work. The designs have already been filed with the Architectural league, and are reproduced above for the first time. The Dominican church is behind Canon Bouillon in the noble undertaking. A campaign to raise subscriptions will shortly be promulgated.



The White House at Washington, redecorated and almost rebuilt is an entirely different mansion to what it was before the tenancy of President Roosevelt. Simplicity is the keynote of all the fittings of the interior. Above this paper publishes first flashlight photographs of President Roosevelt's bedroom a boudoir of Miss Alice Roosevelt. These two chambers are among the most interesting in the executive mansion, although of course not open to the inspection of the public.